

1 of 7

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

$$SC = \frac{1}{2}$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS Buyline Comment: NEWS	:30	\$450.00	10/16-10/19	4	1	4	\$1,800.00	
	2	M	5A-6A	NEWS Buyline Comment: NEWS	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
	3	TU-TH,SU	430A-459A	NEWS Buyline Comment: NEWS	:30	\$200.00	10/16-10/21	4	1	4	\$800.00	
	4	TU-F	6A-7A	NEWS Buyline Comment: NEWS	:30	\$700.00	10/16-10/19	4	1	4	\$2,800.00	
	5	M	6A-7A	NEWS Buyline Comment: NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	6	M	7A-9A	TODAY Buyline Comment: TODAY	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	7	TU-F	7A-9A	TODAY Buyline Comment: TODAY	:30	\$900.00	10/16-10/19	4	1	4	\$3,600.00	
	8	SA	6A-7A	NES Buyline Comment: NES	:30	\$375.00	10/20-10/20	1	1	1	\$375.00	
	9	SA	7A-9A	TODAY Buyline Comment: SAT TODAY	:30	\$625.00	10/20-10/20	2	1	2	\$1,250.00	
	10	SU	6A-7A	NEWS Buyline Comment: NEWS	:30	\$375.00	10/21-10/21	1	1	1	\$375.00	

Station KSNV-TV LAS VEGAS, NV. Agency () GREAT AMERICAN MEDIA Rep Firm
 Advertiser () DSCC IE 1010 WISCONSIN AVE NW, S#800 Sales Office () PHILADELPHIA
 Product DSCC IE WASHINGTON, DC 20007 Salesperson () AMY MCCREARY
 Estimate# 1407 Agency C/P1/P2/E 49/53/1407 Salesperson Phone# 215-568-6540
 Buyer MAURA GILROY Flight Dates 10/16/2012 - 10/22/2012 Salesperson FAX# 215-568-1845
 Phone# Hiatus Weeks
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
	12	SU	8A-9A	Buyline Comment: MTP	:30	\$3,000.00	10/21-10/21	1	1	1	\$3,000.00	
	13	SU	9A-930A	Buyline Comment: NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	14	SU	930A-10A	Buyline Comment: CM	:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
	15	TU-F	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/16-10/19	4	1	4	\$1,700.00	
	16	M	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/22-10/22	1	1	1	\$425.00	
	17	M	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
	18	TU-F	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
	19	TU-F	11A-12P	Buyline Comment: RR	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
	20	M	11A-12P	Buyline Comment: RR	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
	21	M	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	10/22-10/22	1	1	1	\$425.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	TU-F	12P-1230P	NEWS	:30	\$425.00	10/16-10/19	4	1	4	\$1,700.00	
				Buyline Comment: NEWS								
	23	TU-F	1230P-1P	AGENDA	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
				Buyline Comment: AGENDA								
	24	M	1230P-1P	AGENDA	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
				Buyline Comment: AGENDA								
	25	M	1P-2P	DAYS	:30	\$425.00	10/22-10/22	1	1	1	\$425.00	
				Buyline Comment: DAYS								
	26	TU-F	1P-2P	DAYS	:30	\$425.00	10/16-10/19	4	1	4	\$1,700.00	
				Buyline Comment: DAYS								
	27	TU-F	2P-3P	DRS	:30	\$325.00	10/16-10/19	4	1	4	\$1,300.00	
				Buyline Comment: DRS								
	28	M	2P-3P	DRS	:30	\$325.00	10/22-10/22	1	1	1	\$325.00	
				Buyline Comment: DRS								
	29	M	3P-4P	PHIL	:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
				Buyline Comment: PHIL								
	30	TU-F	3P-4P	PHIL	:30	\$450.00	10/16-10/19	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
	31	TU-F	4P-430P	NEWS	:30	\$725.00	10/16-10/19	4	1	4	\$2,900.00	
				Buyline Comment: NEWS								
	32	M	4P-430P	NEWS	:30	\$725.00	10/22-10/22	1	1	1	\$725.00	
				Buyline Comment: NEWS								

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Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	M	430P-5P	NEWS Buyline Comment: NEWS	:30	\$725.00	10/22-10/22	1	1	1	\$725.00	
	34	M	430P-5P	NEWS Buyline Comment: NEWS	:30	\$725.00	10/22-10/22	4	1	4	\$2,900.00	
	35	M	5P-630P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/22-10/22	2	1	2	\$2,400.00	
	36	TU-F	5P-630P	NEWS Buyline Comment: NEWS	:30	\$1,200.00	10/16-10/19	8	1	8	\$9,600.00	
	37	SA	5P-630P	NEWS Buyline Comment: NEWS	:30	\$675.00	10/20-10/20	2	1	2	\$1,350.00	
	38	TU-F	630P-730P	WHEEL Buyline Comment: JEP/WHEEL	:30	\$1,300.00	10/16-10/19	4	1	4	\$5,200.00	
	39	M	630P-730P	WHEEL Buyline Comment: JEP/WHEEL	:30	\$1,300.00	10/22-10/22	1	1	1	\$1,300.00	
	40	M	730P-8P	FACE Buyline Comment: FACE	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	41	TU-F	730P-8P	FACE Buyline Comment: FACE	:30	\$900.00	10/16-10/19	4	1	4	\$3,600.00	
	42	M	10P-11P	REVOLUTION Buyline Comment: REVOLUTION	:30	\$3,200.00	10/22-10/22	1	1	1	\$3,200.00	
	43	TU	10P-11P	PARENTHOOD Buyline Comment: PARENTHOOD	:30	\$3,200.00	10/16-10/16	1	1	1	\$3,200.00	

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Rep Firm) PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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 Buyer MAURA GILROY Hiatus Weeks Salesperson FAX# 215-568-1845
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	55	M	1235A-135A	FALLON	:30	\$250.00	10/22-10/22	1	1	1	\$250.00	
	Buyline Comment: FALLON											
	56	TU-TH	135A-205A	CARSON	:30	\$175.00	10/16-10/18	3	1	3	\$525.00	
	Buyline Comment: CARSON											
	57	M	135A-205A	CARSON	:30	\$175.00	10/22-10/22	1	1	1	\$175.00	
	Buyline Comment: CARSON											
	58	SA	1130P-1A	SNTL	:30	\$1,400.00	10/20-10/20	1	1	1	\$1,400.00	
	Buyline Comment: SNTL											
	59	SU	1135P-1205A	SPORTS NIGHT	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	Buyline Comment: SPORTS NIGHT											

---REPORT TOTALS---
 Report Totals: 128 / \$101,875.00

---SALES MONTHLY TOTALS---
 Oct 12: 128 / \$101,875.00
 Sales Totals: 128 / \$101,875.00
 Station Totals: 128 / \$101,875.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$363,839
 CATV 0% KBLR 0% KING 0% KLAS 29% KSNV 28%
 KTNV 18% KTUD 1% KVCW 2% KVMY 5% KVVU 17%
 XXXX 0%

---COMPETITIVE COMMENTS---

Station KSNV-TV LAS VEGAS, NV.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1407
Buyer MAURA GILROY
Phone#
Fax#
NEW ORDER
EST SHARES

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1407
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

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Books NOV12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE